

ESPN's 360° Approach to Communications

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**Network with the
most effective
sports PR division:**

ABC/ESPN 67.6%

Fox 16.8%

NBC 6.7%

CBS 3.9%

Turner 2.0%

Responses: 1,851

Internally

Externally

Multimedia Rich

Spelling Bee Video



Steve Carell Video

Game of Skate

